

**County of Los Angeles**  
**Fiscal Year 2011-12 Assessment of Program Effectiveness**

County of Los Angeles (County) is in full compliance with the Public Information and Participation Program (PIPP) objectives and Permit requirements for the five-year Permit cycle. LACDPW continues to implement an innovative and proactive stormwater pollution prevention public education program on behalf of the County. The effectiveness of the County's Stormwater PIPP is evaluated using quantitative and qualitative methods, and anecdotal information collected from program participants.

PIPP Strengths

The primary strength of County's PIPP is the expertise of LACDPW staff to coordinate paid media buys, media relations efforts, copermittee technical assistance, and corporate partnerships in a proficient and cost-effective manner, to encourage and facilitate pollution prevention behaviors by County residents. For example, the partnership between LACDPW and O'Reilly stores offered Do-It-Yourselfers a convenient and eco-friendly option to recycle used oil filters at stores located throughout the County.

LACDPW continued to develop and implement a creative multimedia campaign that included broadcast of stormwater pollution prevention messages through the following media outlets: radio; television; billboards; newspapers; and video aired on Metro buses and at gas stations. The campaign messages reached our target audiences and achieved an increase in advertising awareness for the promotion of used motor oil and oil filter recycling among the General Market.

The campaign continued to encourage a reduction in littering behaviors such as general littering and dropping a cigarette butt on the ground through the above-mentioned media campaigns. During this reporting period, LACDPW did not conduct a resident survey.

PIPP Weaknesses

Limited funding is available to implement a comprehensive Countywide campaign through consistent media flighting to address all of the types of littering addressed in the numerical behavior change targets approved by the Regional Board in May 2002. Also, the Los Angeles media market continues to be a highly competitive and expensive media market. Additionally, the cultural diversity of the target audiences continues to provide challenges to reach these residents and increase awareness about stormwater pollution in a cost effective manner to achieve the desired behavior change among these target audiences.

During this reporting period, a new agreement for the Environmental Defenders program did not resume as planned due to a protest of the selected contractor for this program. The delay in approval of a contractor to implement this program decreased the numbers of students and teachers reached with stormwater

pollution prevention messages. LACDPW expects the Environmental Defenders program will commence environmental education to students by winter of 2013.

#### PIPP Highlights and Accomplishments

- Broadcasted pollution prevention ads that aired for 28 weeks through paid media campaigns on how to properly dispose of waste and why it is important to prevent cigarette butt, dog waste, and general pollution from entering the storm drain system and ultimately local receiving waters.
- The Countywide Stormwater/Urban Runoff Public Education and Used Oil and Used Oil Filter Recycling programs, paid and non-paid media campaigns, resulted in approximately 33 million media impressions.
- Secured more than \$10,000 in added-value broadcast of ads (free broadcast of ads) for the stormwater program media buys that leveraged the reach and frequency of our pollution prevention messages.
- Circulated three press releases in English, Spanish, and/or Chinese to promote used oil and used oil filter collection events that garnered more than 9,078,000 million audience impressions.
- Hosted one used motor oil collection event and two used oil filter collection events in County unincorporated areas that resulted in the recycling of more than 685 gallons of used motor oil and 200 used oil filters.
- The 888-CLEANLA hotline received 34,064 calls
- The [www.888CleanLA.com](http://www.888CleanLA.com) website received 84,822 unique visitors to the site
- Approximately 535,000 pounds of HHW/E-Waste were collected by the LACDPW hosting six collection events in FY 11-12.

#### Future Plans For Program Enhancement

LACDPW will evaluate and implement a public education program specifically for County unincorporated areas upon issuance of the new NPDES Permit, which is tentatively scheduled for adoption by the Regional Board in October 2012. The LACDPW's public education program will be communicated using strategies to leverage program messages cost-effectively and proficiently to empower target audiences to engage in desired behavior change.